

Message Text

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TO AMEMBASSY TOKYO

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E.O. 11652: N/ATAGS: BEXP, JA

SUBJ: GLOBAL MARKET RESEARCH: AAS STUDY CRITIQUE

REF: USDOC 8506, STATE 164321

1. ON WHOLE QUITE SATISFIED NICHIBEI REPORT. APPRECIATE CONTRACTOR'S EXTRA EFFORT IN EXCEEDING SPEC REQUIREMENTS IN SEVERAL RESPECTS, SUCH AS PROFILING TWO FBO'S VICE SPECIFIED ONE, THREE AIRCRAFT MANUFACTURERS VICE SPECIFIED TWO, AND VOLUNTARY REVIEW OF BRITISH AVIATION SHOW SUBMITTED WITH MID-TERM REPORT.

2. A NUMBER OF ITEMS WILL REQUIRE CORRECTION. TIMING OF REMEDIAL SUBMISSION DEPENDS ON DATE SUPPLEMENTARY REPORT (ON NEW FIVE YEAR PLAN). SINCE NEW AVIATION FIVE YEAR PLAN EXPECTED SEPTEMBER, NICHIBEI MIGHT PREFER SUBMIT CORRECTIONS AND SUPPLEMENT TOGETHER, OR INCORPORATE CORRECTIONS IN REVISED VERSIONS OF TABLES, ETC. THIS ACCEPTABLE TO COMMERCE IF SUBMISSION LIKELY BY 20 SEPTEMBER RPT 20 SEPTEMBER. IF, HOWEVER, CONTRACTOR WISHES SPEED FINAL THIRD PAYMENT FOR REPORT PROPER, OF IR SUPPLEMENT COMPLETION NOT CONFIDENTLY EXPECTED BY 20 SEPTEMBER, REQUEST DISCREPANCIES LISTED BELOW BE CORRECTED EARLIEST PRACTICABLE TIME. IN EITHER UNCLASSIFIED

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CASE, REQUEST CABLE NOTICE OF WHICH COURSE BEING TAKEN.

REMEDIAL SUBMISSION AND SUPPLEMENT TO BE IN SAME NUMBER COPIES AND TO RECEIVE SAME TRANSMITTAL AND DISTRIBUTION AS REPORT PROPER.

3. EXCHANGE RATES: STATE REFTTEL APPARENTLY UNCLEAR. INTENDED NICHIBEI USE THEIR SUGGESTED 280 RATE FOR 1974 AND PROJECTED DATA ONLY. PRECEDING YEAR'S DATA TO BE CONVERTED AT RESPECTIVE RATES SHOWN SPEC APPENDIX A. FOR EXAMPLE, USE OF 280 FOR 1971, WHEN AVERAGE CONVERSION FACTOR FOR TRADE TRANSACTIONS ACTUALLY WAS 351, PRODUCES APPARENT OVERSTATEMENT OF DOLLAR EQUIVALENT BY 20 PERCENT. TABLES 3.21A, 3.22A, AND 3.22B (SPEC TABLES 1, 2, AND 3) AND TABLE 3.39 B SHOULD BE REDRAWN WITH REFORM CONVERSIONS AND FURNISHED AS REPLACEMENT PAGES.

4. TABLE 3.36B (SPEC TABLE 7) ORGANIZATION CONFUSING. RIGHT COLUMN PAGE 125 SUGGESTS LIST BROKEN DOWN BY ENGINE NUMBER AND TYPE, BUT LEFT COLUMN SAME PAGE APPEARS CONTAIN BOTH SINGLE AND TWIN ENGINE AIRCRAFT. CANNOT RECONCILE ENGINE CONFIGURATION SUBTOTALS WITH ENTRIES IN COLUMNS. FURTHER, ALTHOUGH WELCOME DETAIL IN DISTINGUISHING AMONG MODEL VARIATIONS (MU-2 AND B, ETC.) CANNOT ACCOUNT FOR TWO LISTINGS FOR CESSNA 310 (P. 125, LEFT COL, LAST AND FIFTH FROM LAST LINES). ALSO, MISS HELICOPTERS. REQUEST TABLE BE REFORMED IN ALL THESE RESPECTS. NICHIBEI MAY EITHER PERFECT LISTING BY ENGINE NUMBER/TYPE, SHOWING HELICOPTERS AS DISTINCE CATEGORY, OR MAY LIST ALL AIRCRAFT ALPHABETICALLY BY MAKE, WITHOUT REGARD TO ENGINES AND FIXED/ROTARY WING. AGAIN, REQUEST NEW PAGES FOR SUBSTITUTION IN REPORTS PROPER.

5. GENERAL AVIATION DISCUSSION, SPEC 3.36.01: GENERAL AVIATION SHOULD BE CHARACTERIZED BY STATISTICS OR BEST ESTIMATES FOR AIRCRAFT AND HOURS FLOWN BY COMPONENTS AS SPECIFIED. IF SPECIFIED ALTERNATE BREAKDOWN OF "BUSINESS AND OTHER" IS USED, CONTRACTOR SHOULD ADHERE TO DEFINITION OF BUSINESS AVIATION CONTAINED IN GLOSSARY SUPPLIED BY COMMERCE, UNCLASSIFIED

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WHICH INCLUDES CORPORATE TRANSPORTATION AND BUSINESS TRANSPORTATION OF NON-AVIATION PROFESSIONALS (DOCTORS, ARCHITECTS, ETC.) BUT EXCLUDES AGRICULTURAL AVIATION, OPERATION OF AIRCRAFT FOR TRAINING, SPORT, ETC. AND OPERATION OF INDIVIDUALLY OWNED AIRCRAFT FOR PLEASURE. UNDER SPECS, NON-SCHEDULED COMMERCIAL CARRIERS WOULD NOT FALL UNDER GENERAL AVIATION, AS ON PAGE 121; THESE BELONG UNDER SUPPLEMENTALS, 3.35. WHILE NICHIBEI TREATMENT

POSES NO PROBLEM IN TERMS DISTRIBUTION OF TEXTUAL COVERAGE, IT IMPORTANT THESE NON-SCHEDULED COMMERCIAL CARRIERS BE EXCLUDED WHEN CHARACTERIZING GENERAL AVIATION BY AIRCRAFT AND HOURS FLOWN, TO INSURE COMPARABILITY WITH OTHER COUNTRY STUDIES.

6. DISTRIBUTION CHANNELS, 3.51.01: MARKET PROPORTIONS
RIGHT END OF FLOW CHART PAGE 167 SHOULD BE RECONCILED
WITH PERCENTAGE GIVEN IN TEXT SECOND PARA FOLLOWING PAGE.

7. MAJOR PROSPECTIVE CUSTOMERS TRADE LIST, SPEC 3.53:
APPRECIATE THAT NICHIBEI CONSISTENTLY ATTEMPTING BE
AS HELPFUL AS POSSIBLE BY IMPROVING UPON MINIMUM
SPECIFIED REQUIREMENTS IN THIS STUDY, AS ACKNOWLEDGED
PARA 1 ABOVE. BELIEVE THIS ACCOUNTS FOR VARIATIONS ON
SPECIFIED TRADE LIST FORMAT. HOWEVER, MPC LIST MUST BE
DONE MVER TO MEET COMMERCE REQUIREMNT FOR STRICTLY
STANDARDIZED FORMAT THAT CAN BE PROCESSED BY CIPHERS INTO
AUTOMATED DATA SYSTEM. IN RECOMPILING LIST, CONTRACTOR
SHOULD OBSERVE THE FOLLOWING:
(A) STANDARD FORMAT SHOWN APPENDIX K MUST BE FOLLOWED
FOR EACH ENTRY--REGARDLESS WHETHER MANUFACTURER, AIRLINE,
GOVEMENT AGENCY, WHATEVER. PHONE NUMBERS SHOULD NOT
APPEAR IN THESE ENTIRES, BUT MAY BE SHOWN ON EXTREME
RIGHT SIDE OF PAGE IN SEPARATE, EASILY MASKED COLUMN
IF CONTRACTOR WISHES.
(B) LIST SHOULD NOT BE SUBDIVIDED IN ANY WAY; GOVERNMENT
DEPARTMENTS, OTHER ENTITIES SHOULD BE IDENTIFIED
BY FUNCTIONAL DESCRIPTION LINE FOLLOWING NAME AND TITLE OF
CONTACT.
(C) A SINGLE INDIVIDUAL SHOULD BE LISTED AS CONTACT FOR
EACH ENTITY. WHERE MULTIPLE LISTINGS OCCURED IN ORIGINAL
REPORT DUE TO SPECIALIZATION WITHIN AN ORGANIZATION,
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SEPARATE, COMPLETE ENTRIES SHOULD BE MADE FOR THE
SUB-UNITS REPRESENTED BY EACH INDIVIDUAL. WHERE SEVERAL
INDIVIDUALS WERE LISTED NOT AS REPRESENTING SUB-UNITS BUT
RATHER BECAUSE ALL WERE OBLIGATORY CALLS IN TERMS
PROTOCOL/MARKETING PRACTICE, THEN SINGLE MOST APPROPRIATE
INDIVIDUAL SHOULD BE LISTED IN ENTRY PROPER, AND OTHERS
SHOULD BE SHOWN ON RIGHT, AS FOR TELEPHONE NUMBERS.
(E) LIST SHOULD INCLUDE NOT ONLY ENTRIES FROM APPENDIX
D OF REPORT BUT ALSO THOSE FROM APPENDIX H WHICH
REPRESENT CUSTOMERS FOR AVIONICS AND AVIATION SUPPORT
EQUIPMENT. FOR EXAMPLE, FBO'S SUCH AS ANA, AVIONICS
MANUFACTURERS SUCH AS FUJITSU AND FURUNO, AIRCRAFT
MANUFACTURERS, AND REPAIR FIRMS SUCH AS OTA KEIKI AND
NEW JAPAN MAINTENANCE--ALL SHOULD BE INCLUDED IN THE MPC
LIST. MAKERS OF TIRES, PARACHUTES, SPRINGS, WINDSHIELDS,

ETC. SHOULD NOT BE INCLUDED ON THE MPC LIST.

(E) ALL FIRMS PROFILED ELSEWHERE IN THE REPORT SHOULD BE INCLUDED IN THE MPC LIST--SUCH AS NAKANIHON, NIHON NORIN, AND NIHON SANGYO FROM P. 123.

(F) FUNCTIONAL DESCRIPTIONS GIVEN IN APPENDIX H ENTRIES EXEMPLIFY THE MPC LIST REQUIREMENT. FOR GOVERNMENT AGENCIES NOT GIVEN DESCRIPTIONS IN SUBMITTED REPORT, THESE SHOULD BE BRIEF, YET COMPLETE ENOUGH TO DISCLOSE NATURE OF ENTITY'S ACTIVITY. FOR EXAMPLE, FOR AGRICULTURAL AVIATION GROUP (P. 187), CORRECT ENTRY WOULD CONTAIN, IN ADDITION TO MINAG IN NAME AND IDENTITY OF CONTACT, DESCRIPTION SUCH AS "PROVIDER OF AGRICULTURAL AVIATION SERVICES," OR "REGULATORY AGENCY FOR AGRICULTURAL AVIATION," OR OTHER AS APPROPRIATE. REQUEST POST COACH NICHIBEI ON TRADE LIST.

8. WISH EMPHASIZE COMMERCE MOST FAVORABLY IMPRESSED NICHIBEI PERFORMANCE AND COMMENDS INTRINSIC QUALITY THIS RESEARCH.

9. APPROVAL OF PAYMENT FOR FINAL THIRD OF FEE FOR REPORT PROPER WILL ISSUE PROMPTLY UPON RECEIPT SATISFACTORY REMEDIAL SUBMISSION. KISSINGER

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